

Sustainability Communications; Leading Practices

windō

SUSTAINABILITY, BEAUTIFULLY SIMPLIFIED.

2024

ENVIRONMENTAL IMPACT | DIVERSITY, EQUITY & INCLUSION

FOREWORD

By Ken Janssens

The more transparent an organisation is about their efforts do the right thing for people and the planet, the more likely they are to attract and retain the right talent, customers, and achieve overall success.

Windō maintains sustainability profiles, including Environmental Impact, Diversity, Equity, Inclusion (DEI) and Employee Wellbeing for 450+ companies. Our Team constantly reviews the Sustainability and DEI webpages of the world's leading organizations, and we are very well connected with diverse young talent from dozens of universities. This unique position grants us an extensive understanding of Sustainability Communications and what young talent are looking for when scouting potential employers.

Our latest report unveils 14 Leading Practices for effectively communicating your company's sustainability story and progress. It provides a comprehensive look at the adoption of these practices among FTSE100 companies, whilst highlighting employers from across the globe that excel at each practice and their influence on the job decisions of young talent.

This report is a must-have tool for any organization aiming to enhance its sustainability narrative and attract top talent. Its insights will guide you in shaping a compelling, authentic sustainability story that resonates with talent and positions you as an employer of choice.

Ken Janssens, Co-Founder & Head of Social Impact at Windō
Former Chief Data Officer at JPMorgan Chase and Chair of Out & Equal



Today, people are leaving jobs because employers aren't being transparent enough about their values, sustainability, DE&I and employee wellbeing at the point of talent attraction. **Windō** clearly communicates an organization's DE&I and Sustainability efforts to talent pools in an engaging format – helping them to match with employers that share their values.

Interactive Data Charting

Provide interactive data charting of key metrics on your public website, don't hide it in a lengthy PDF.

Multi-Year Trending Of Data

Share 3-6 years of trending data for any sustainability data point. Moving the dial from one year to the next is hard but is easier to demonstrate if you share longer time frames.

Public Corporate Advocacy Track Record

Mention your public advocacy track record by diverse group and why public advocacy matters to you.

Celebrate Your Recognition

Mention your external recognition as an inclusive employer and go beyond country of your headquarters to demonstrate the global breath of your DEI efforts.

Go Global

Report diverse workforce representation data reporting for each region and key market, you have to attract talent beyond just the country of your headquarters.

Employee Survey Results that Go Further

Provide Employee Opinion Survey results breakdown by Diverse Group.

Set & Share Targets

"Unless commitment is made, there are only promises and hopes; but no plans." *Peter Drucker*



Focus On Where You Can Make An Impact

Pinpoint and tailor your communications to the areas where your impact is substantial, and the risks that most threaten your business's long-term viability.

Tell Your Story Through Videos

Add videos to tell your sustainability story or the lived experience of employees for each diverse group.

Spotlight Your Partnerships

For companies to appear authentic in their ambitions, they need to talk about the partnerships and external stakeholders they're working with to achieve collective success.

Continuous Storytelling

If sustainability is a core part of your identity and actions, why confine updates to an annual occurrence? Keep the conversation ongoing.

Share A Message From The Top

A compelling sustainability narrative should come from the top (C-suite).

Equality in Transparency

If you present data for one Diverse Group, present it for all. There is no better way to demonstrate a commitment to equality than treating each diverse group equal in your reporting.

Own Up To Your Mistakes

And share your plans to fixing them on your website.

In no particular order.

GEN Z - A CORE AUDIENCE FOR SUSTAINABILITY COMMUNICATIONS

Sustainability, DEI and Impact Reports are often hundreds of pages long and targeted at investors. It would take an average reader between 2-3 hours to read the average FTSE 100 Sustainability Report (at 113 pages long). New research from Windō reveals that 56% of students and recent graduates look at Sustainability and DEI PDF Reports when researching a potential employer and that 86% go to your website to find this information.

A circular infographic showing 86% completion. The circle is mostly green, with a small white gap at the top. The number '86%' is centered in white.

86%

86% of young talent visit an employer's website to get a better understanding of their Sustainability and DEI.

...only 40% of FTSE100 companies share representation data on their website.

A circular infographic showing 56% completion. The circle is mostly blue, with a small white gap at the top. The number '56%' is centered in white.

56%

56% of young talent look at an employer's PDF Reports to get a better understanding of their Sustainability and DEI.

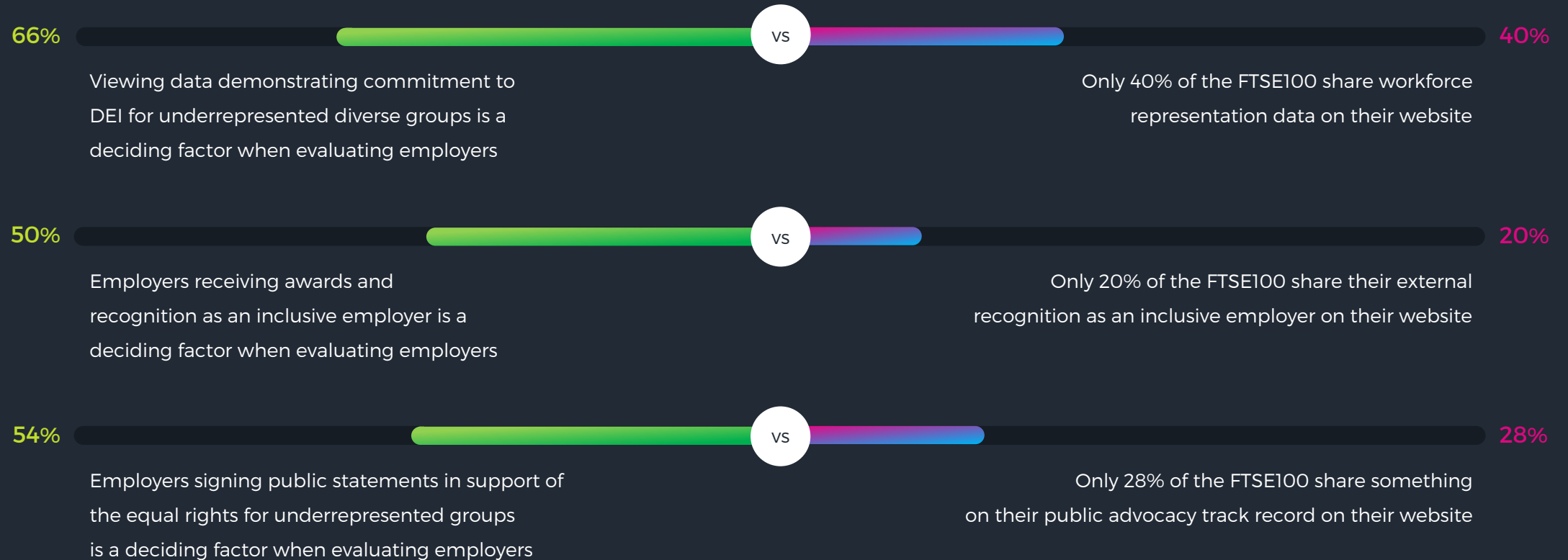
...that's 30% of students that will not go beyond your website to find the information they're looking for.

A circular infographic showing 71% completion. The circle is mostly cyan, with a small white gap at the top. The number '71%' is centered in white.

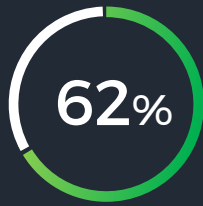
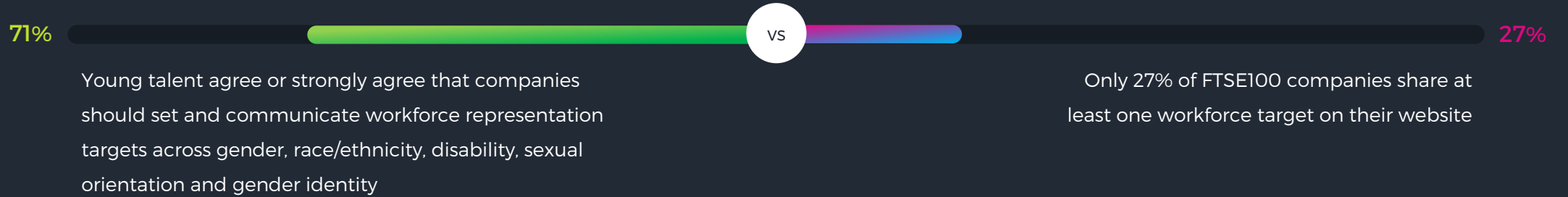
71%

71% of young talent feel that organisations are not currently being transparent about their progress and plans to protect the planet and advance equality for all people.

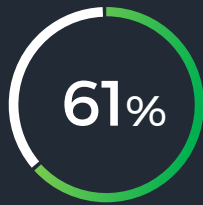
THE MISMATCH OF YOUNG TALENT EXPECTATIONS vs DEI CORPORATE COMMUNICATIONS



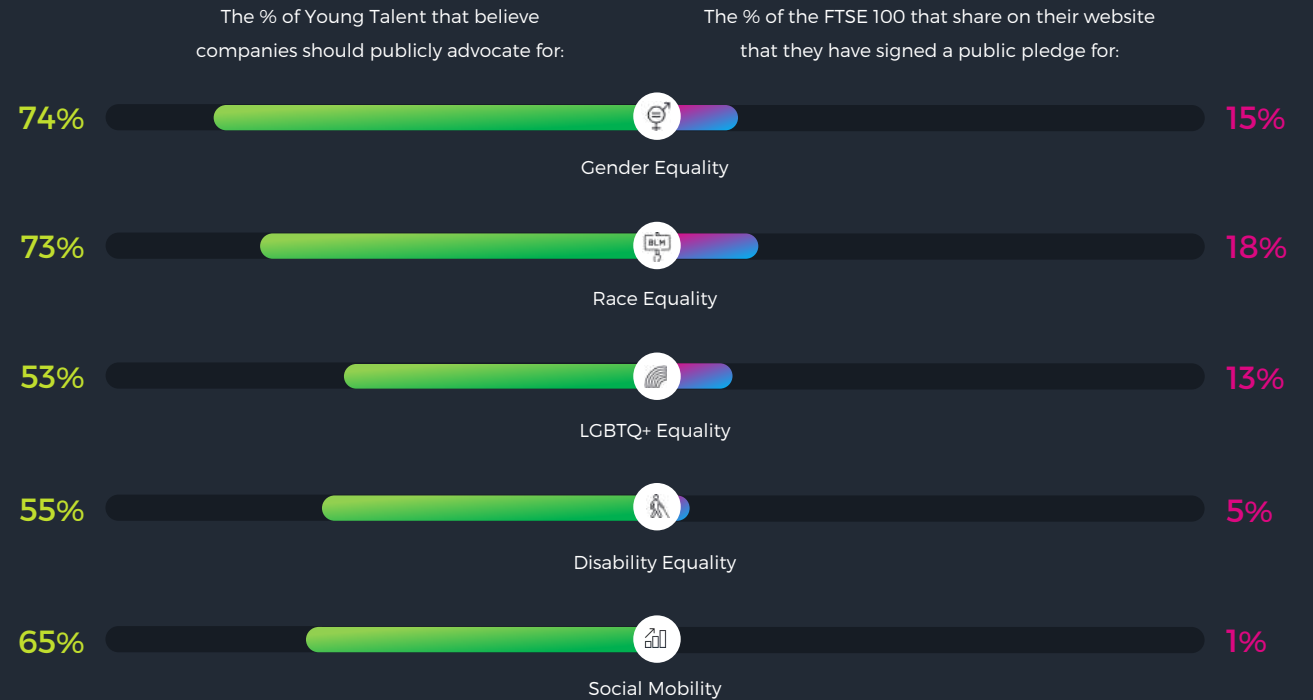
THE MISMATCH OF YOUNG TALENT EXPECTATIONS vs DEI CORPORATE COMMUNICATIONS

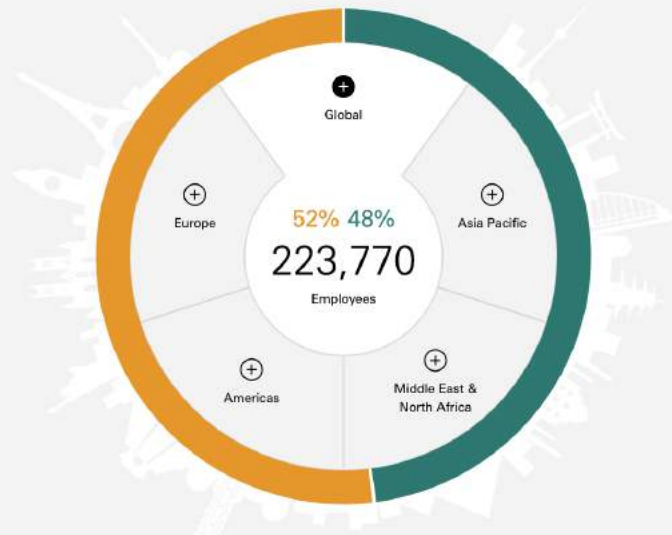


62% of young talent say that a company being open about their mistakes and challenges is a deciding factor when evaluating a potential employer.



61% of young talent find it difficult to evaluate a company's environmental impact, DEI and employee wellbeing.





1. INTERACTIVE DATA CHARTING

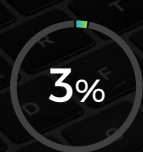
Provide interactive data charting of key metrics on your public website, don't hide it in a lengthy PDF (which for FTSE 100 companies averages 113 pages).

Which companies do it well?

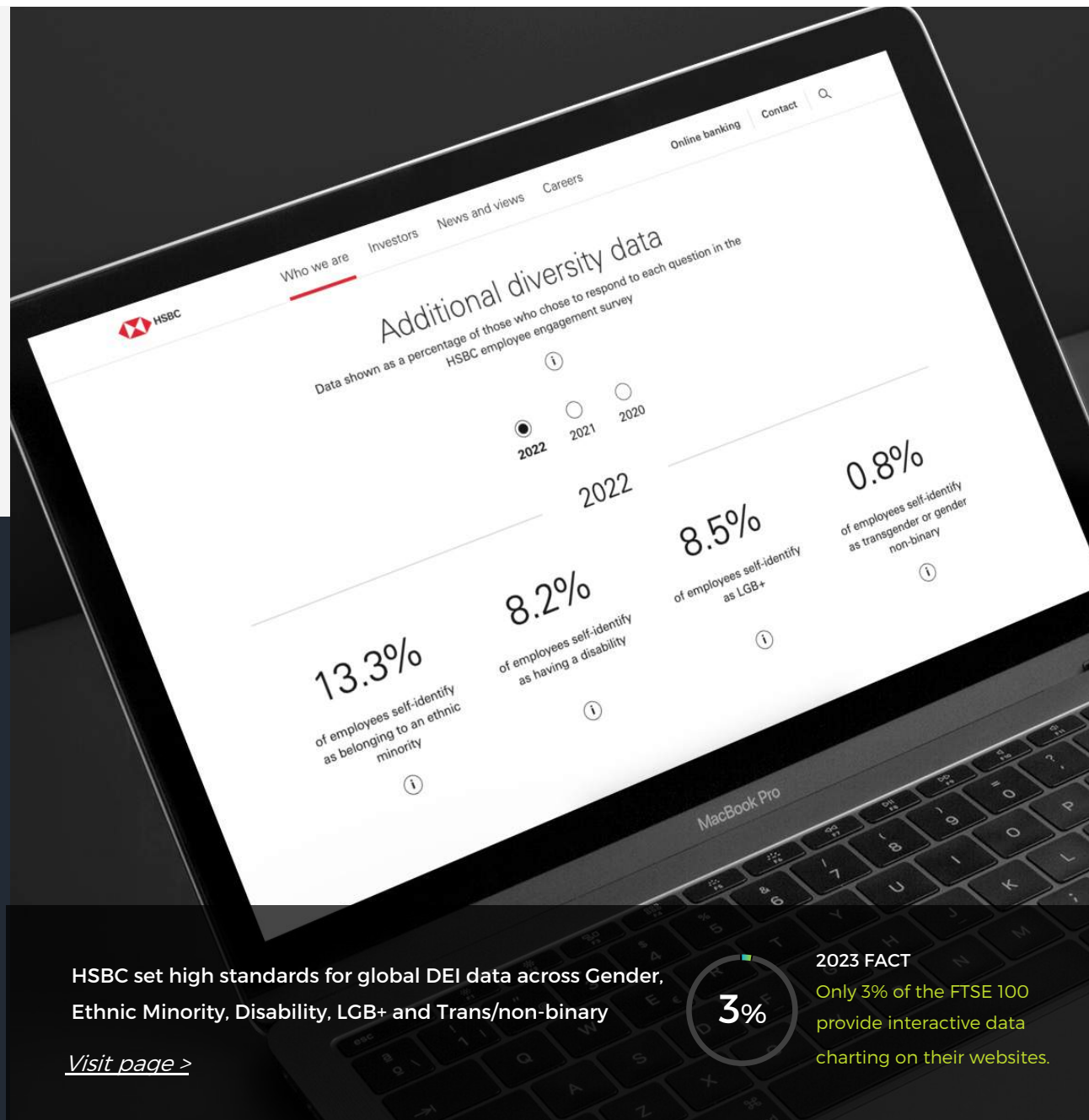


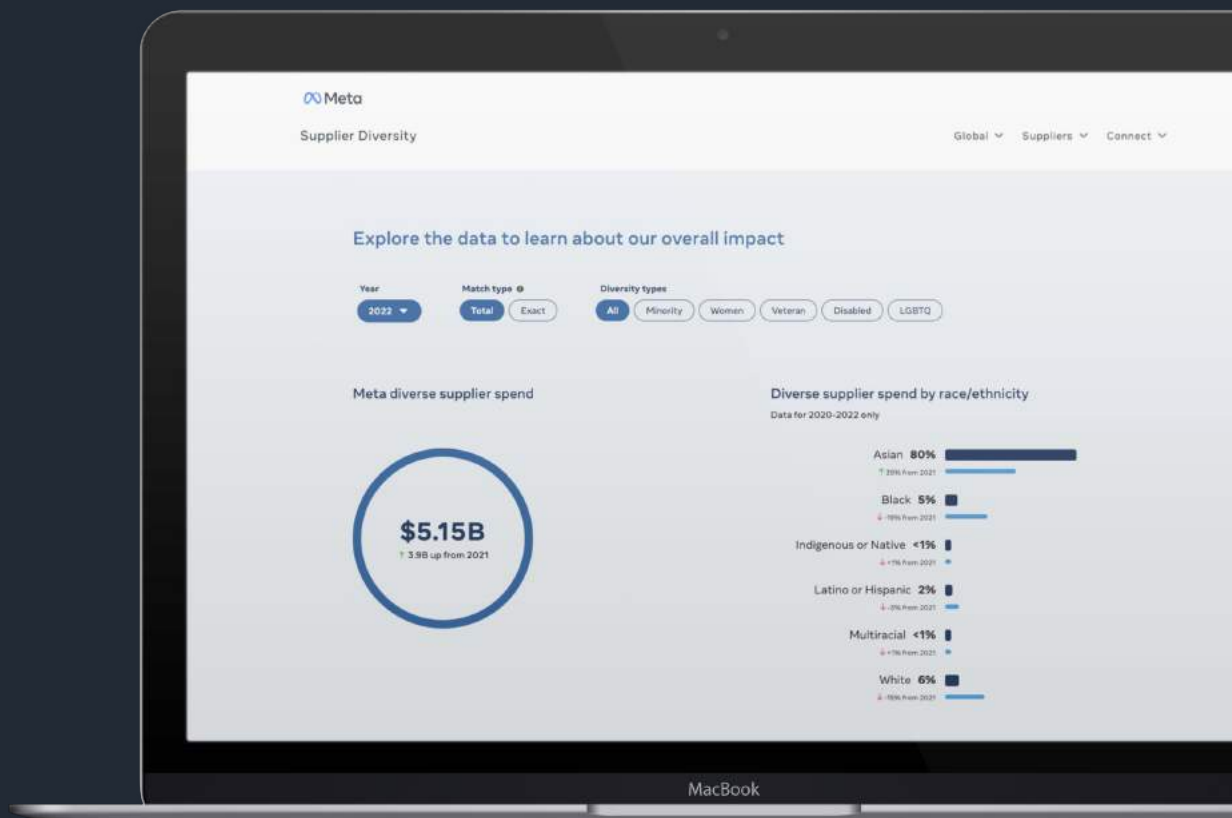
HSBC set high standards for global DEI data across Gender, Ethnic Minority, Disability, LGB+ and Trans/non-binary

[Visit page >](#)



2023 FACT
Only 3% of the FTSE 100 provide interactive data charting on their websites.





High standards for Supplier Diversity Data.

[Visit page >](#)



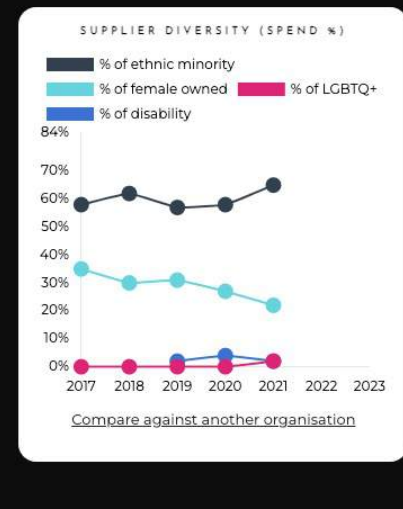
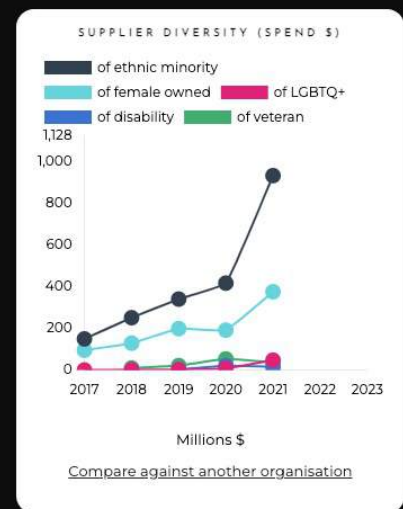
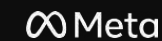
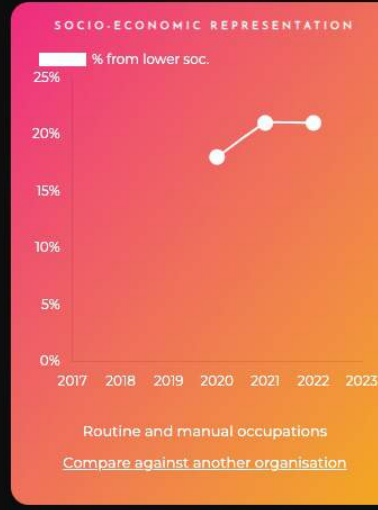
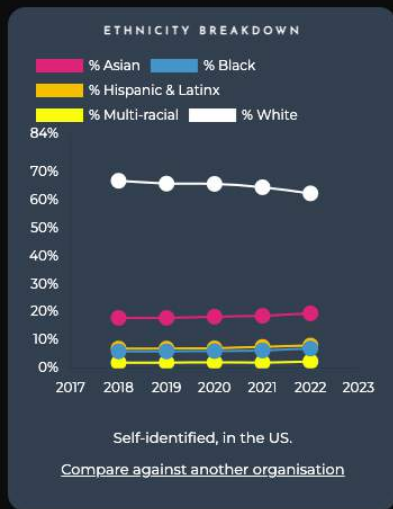
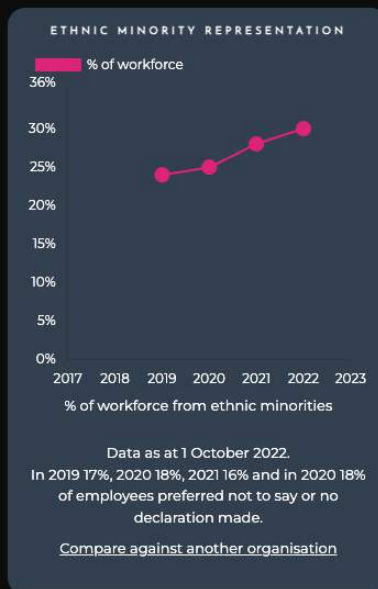
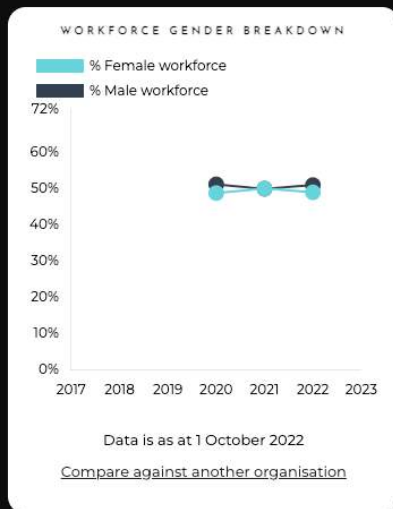
High standards for DEI data across Gender, Age, Ethnic Minority, LGB, Disability and Socio-Economic

[Visit page >](#)



Windō presents the data in a standardised format, company-to-company, presenting data in an interactive format going back as far as 2017.

[Visit KPMG on Windō >](#)



2. FOCUS ON WHERE YOU CAN MAKE AN IMPACT

Concentrate on the concerns that resonate with your stakeholders and align with your company's interests. It's not feasible for every firm to resolve global hunger or halt climate change. It's more effective to pinpoint the areas where you can make an impact or focus on the risks that most threaten your business's long-term viability, and tailor your communications to these priorities.

83%

2023 FACT

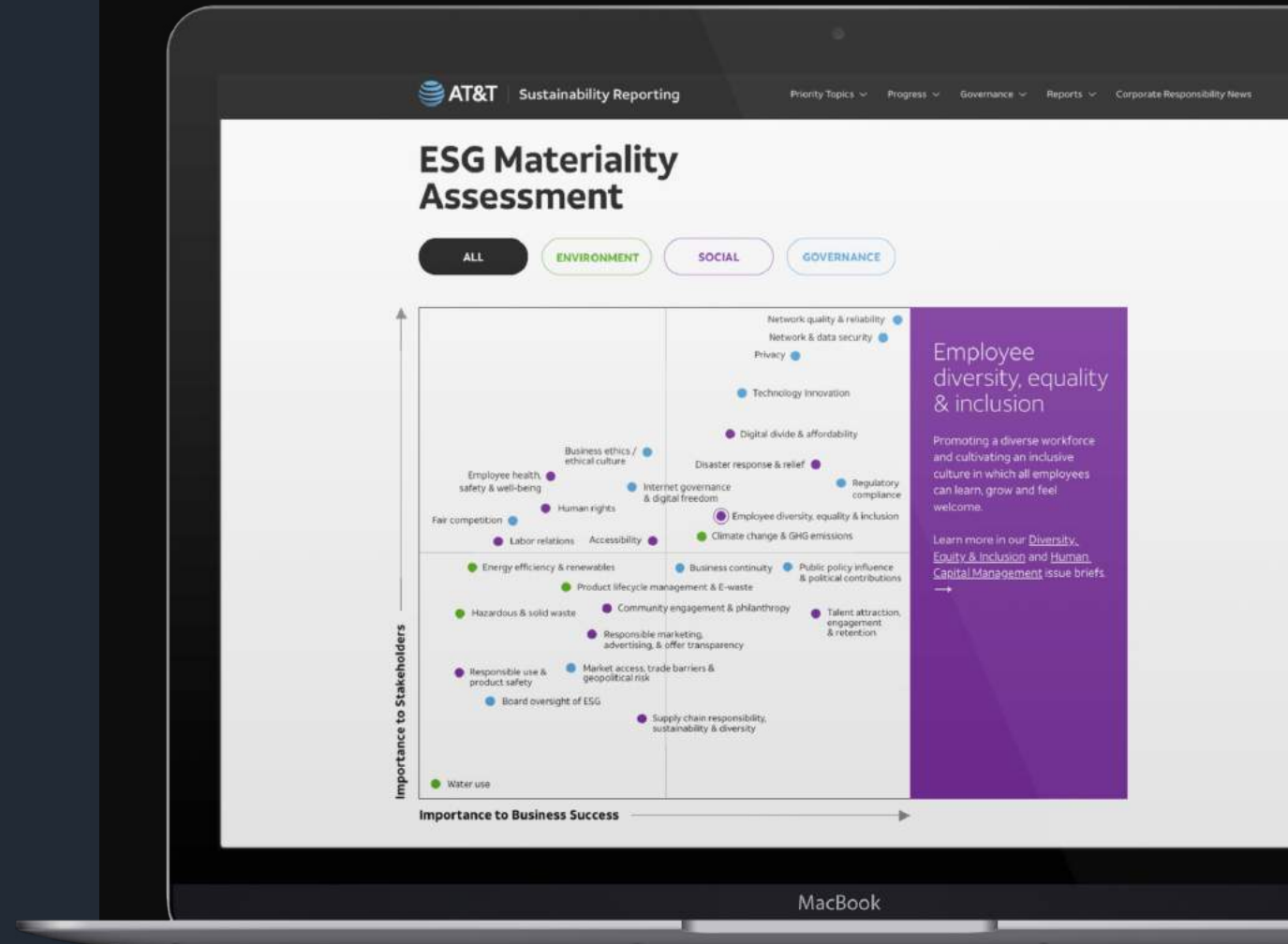
83% of the FTSE 100 share their materiality assessment on their website.

75%

2023 FACT

75% of the FTSE 100 flag DEI as a material issue.

Which company does it well?



High standards for allowing filtering on material issues by Environment, Social and Governance and the ability to click through the data, actions and impact.

[Visit page >](#)



[Watch video >](#)

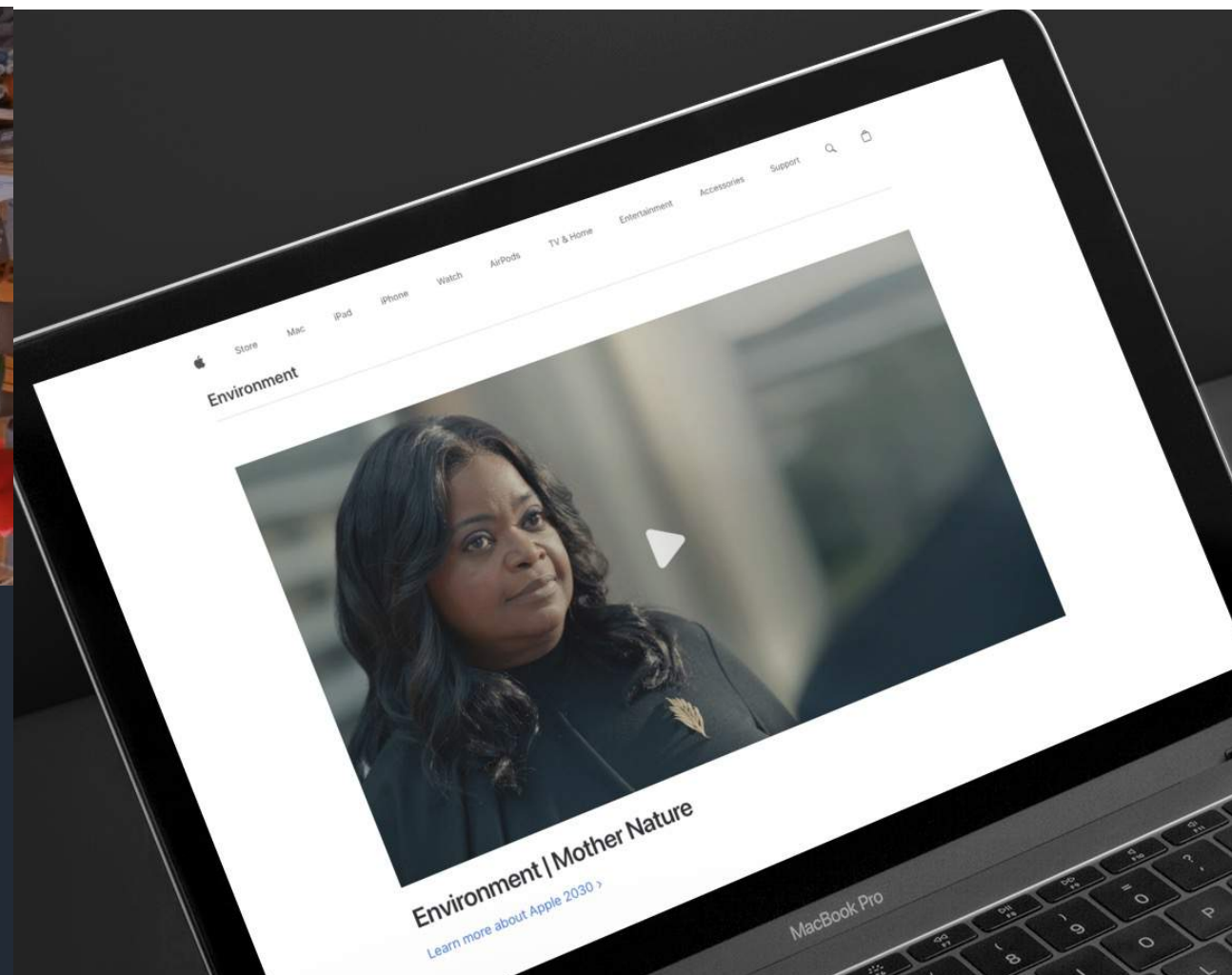
3. TELL YOUR STORY THROUGH VIDEO

Add videos to tell your sustainability story or the lived experience of employees for each diverse group.

Which companies do it well?



Bloomberg J.P.Morgan



High standards for blending elements of drama and humour. Crucially, Tim Cook features prominently in the ad, elevating it from a standard commercial to a powerful declaration of the company's commitment."

[Watch video >](#)

windō

The Windō environment, DEI and wellbeing profiles include multiple areas for organisations to include videos that can be played from within the profiles.

[Visit JP Morgan on Windō >](#)



2023 FACT
Only 25% of the FTSE 100 have a DEI video on their website.

SUSTAINABILITY VLOG

2030 Status | Mother Nature | Apple

D,E&I VLOG

"The March" :60 | Join Salesforce x Matthew McConaughey on Team Earth | Salesforce

SUSTAINABILITY VLOG

Our commitment to making a cleaner and more diverse workplace for the future.

GENDER VLOG

The Power of Investing in Women

LGBTQ+ VLOG

Stacey Friedman, General Counsel for JPMorgan Chase talking about the need to be bold.

VETERANS VLOG

How Veterans are Learning Tech on the Job

ETHNICITY VLOG

Our \$30 Billion Racial Equity Commitment

DISABILITY VLOG

Autism At Work: A Global Program

VIDEO

JPMorgan Chase Employee Benefits

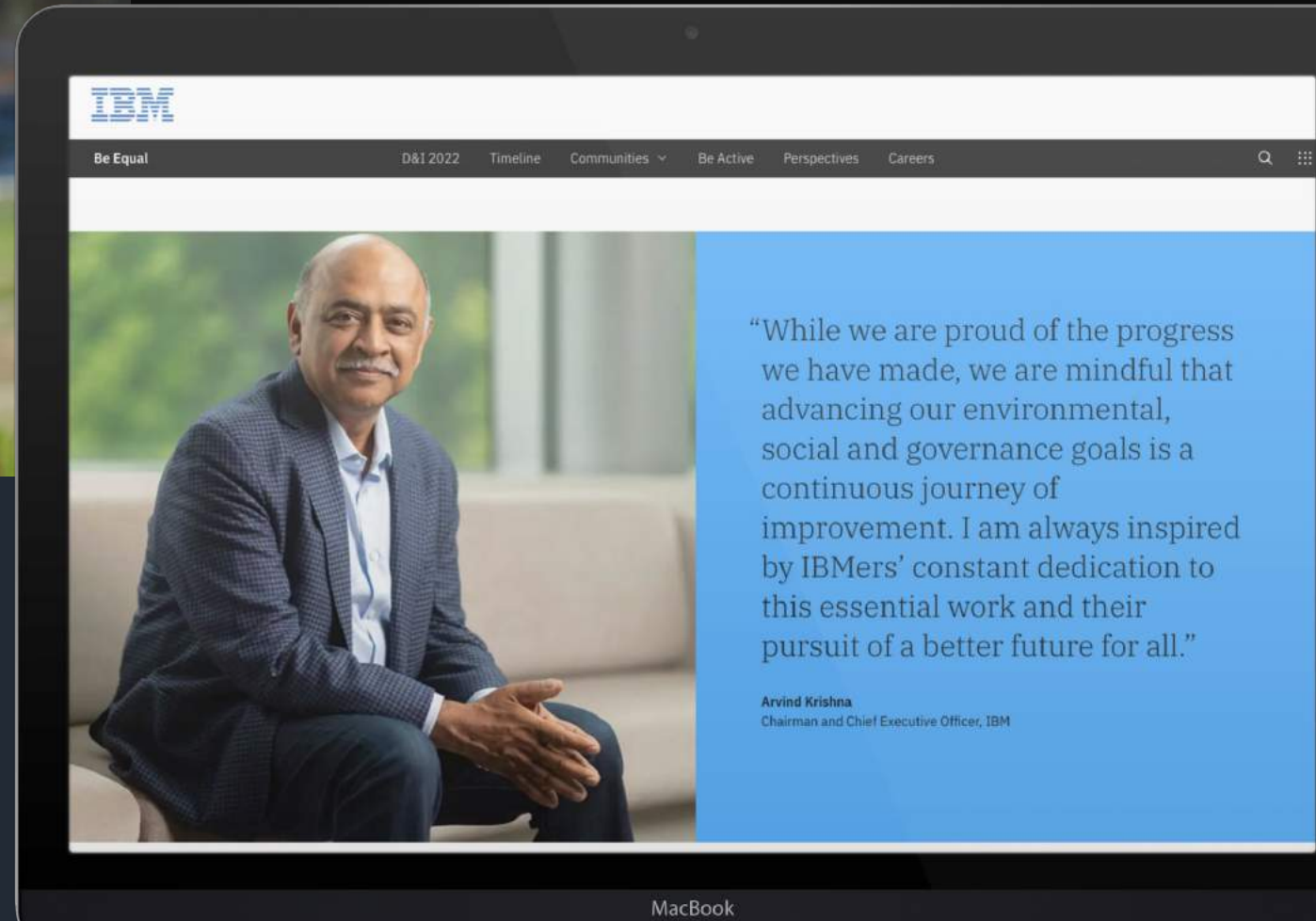


4. A MESSAGE FROM THE TOP

A compelling sustainability narrative should come from the top (C-suite).

Which companies do it well?

IBM. Google



IBM: High standards for a prominent message from the top.

[Visit page >](#)

windō

Alongside videos the Windō profiles also include multiple areas for organisations to include quotes from C-Suite leaders connected closely to the topic.

[Visit Google on Windō >](#)

12%

2023 FACT

Only 12% of the FTSE 100 have a CEO quote on their website.

SUSTAINABILITY VLOG



Google Sustainability | Our global progress to transition to a sustainable future, Sundar Pichai, CEO of Google and Alphabet

“

“In our third decade of climate action, we'll continue to take a science-based approach to our efforts, while sharing our own lessons and progress with others.”

Kate E. Brandt, Chief Sustainability Officer

“

“In 2021, we continued IBM's long tradition of conserving natural resources and reducing pollution, using renewable energy, and developing solutions to climate change”

Arvind Krishna (Chairman and Chief Executive Officer)

“

“When I think about belonging, I think about the different spaces where I've been invited into or been the only person who looks like me, but being welcomed is something different to being invited. And that's really the journey that we're on at Google.”

Melonie Parker, Chief Diversity Officer.

“

“I would not be where I am today if not for those who worked tirelessly toward gender equity in generations past. Though this work is a long way from finished, I continue to be inspired by the dedication I have seen across Google and the impact it is having in the world.”

LORRAINE TWOHILL (SHE/HER) CHIEF MARKETING OFFICER, GOOGLE

“

“Supporting LGBTQ+ communities has been a priority from the earliest days of Google, from our pioneering healthcare policies to our early Pride celebrations. We continue to build on that legacy everyday by prioritizing intersectional LGBTQ+ advocacy across all our platforms.”

JUAN RAJLIN (HE/HIM) TREASURER, GOOGLE

“

“Recent events have called for a strong stand in defense of the Black community, but we must extend this work to other groups. Many of our commitments are beginning to do this, and there will be much more to come.”

MELONIE PARKER (SHE/HER) CHIEF DIVERSITY OFFICER, GOOGLE

5. SPOTLIGHT PARTNERSHIPS

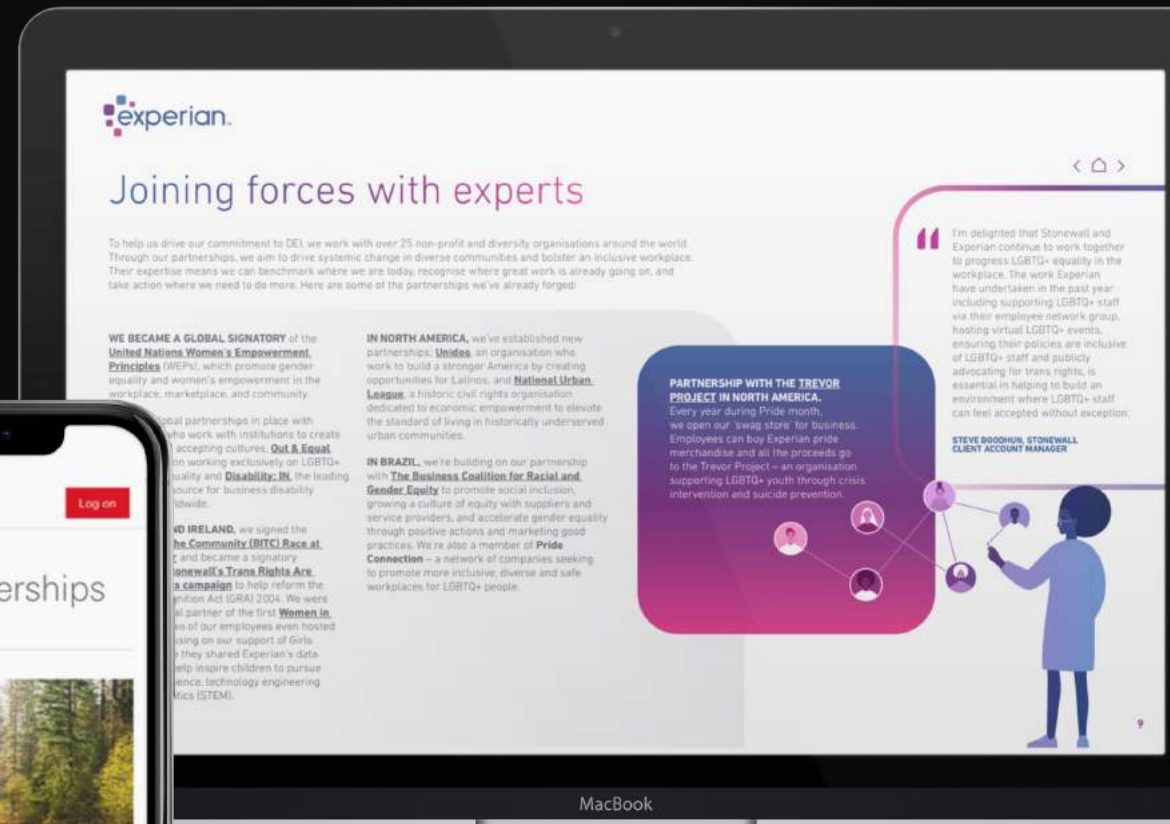
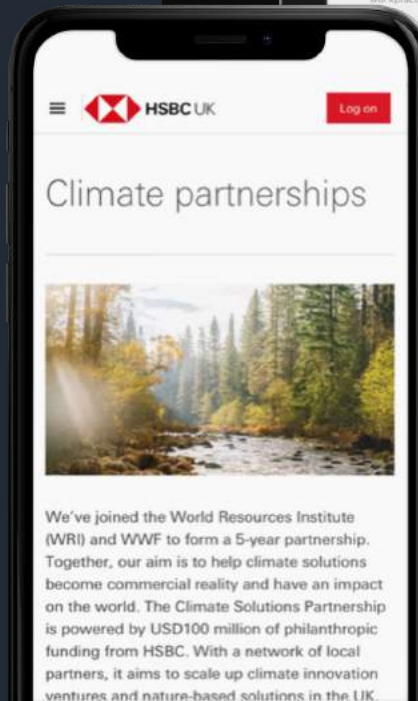
No single company can be expected to solve the world's challenges. For companies to appear authentic in their ambitions, they need to talk about the partnerships and external stakeholders they're working with to achieve collective success.



2023 FACT

Only 27% of the FTSE 100 mention their DEI partnerships on their website.

Which companies do it well?



Experian: High standards for partnership across diverse groups and around the globe

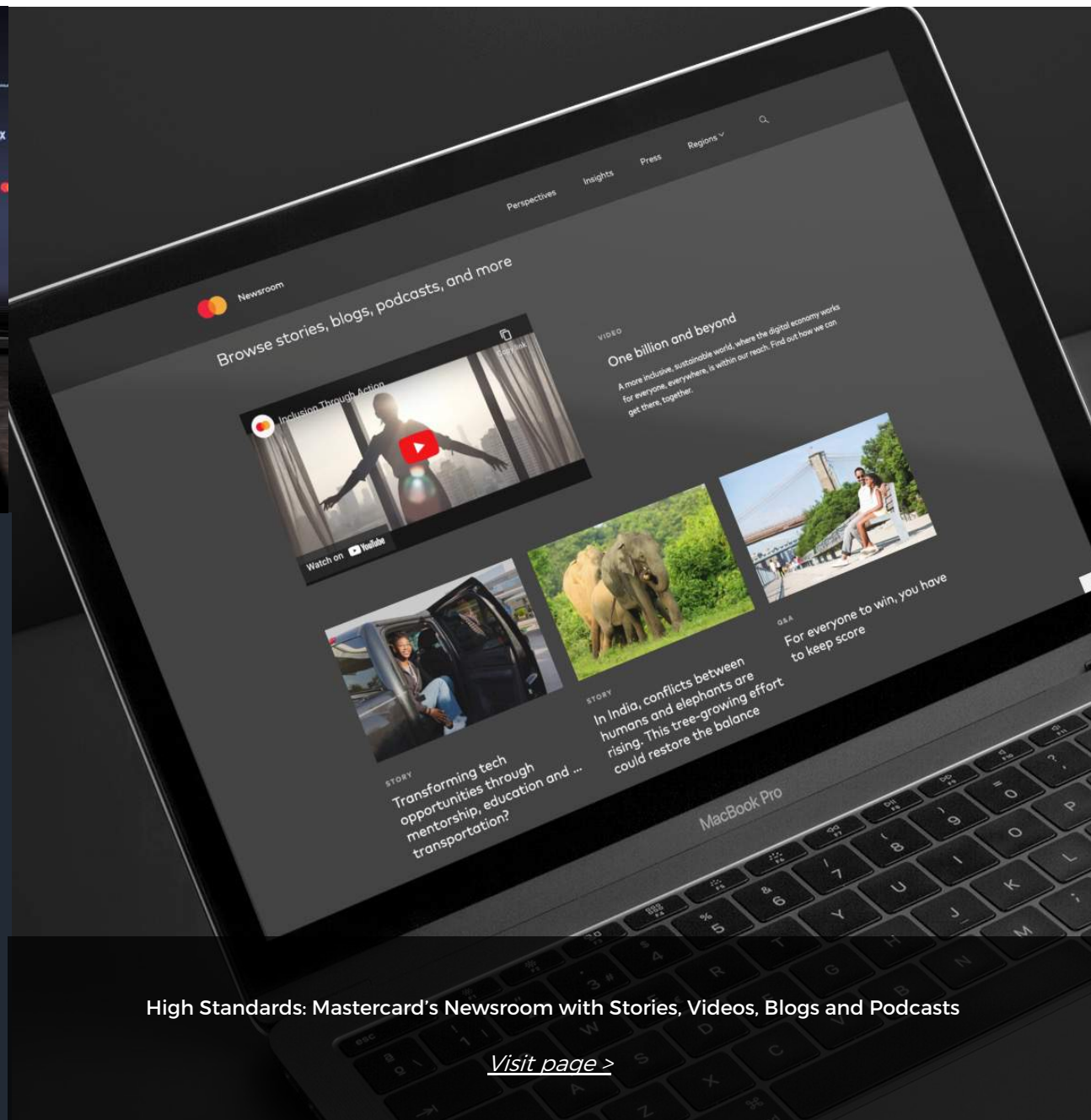
[Visit Report \(page 9\) >](#)



6. CONTINUOUS STORYTELLING

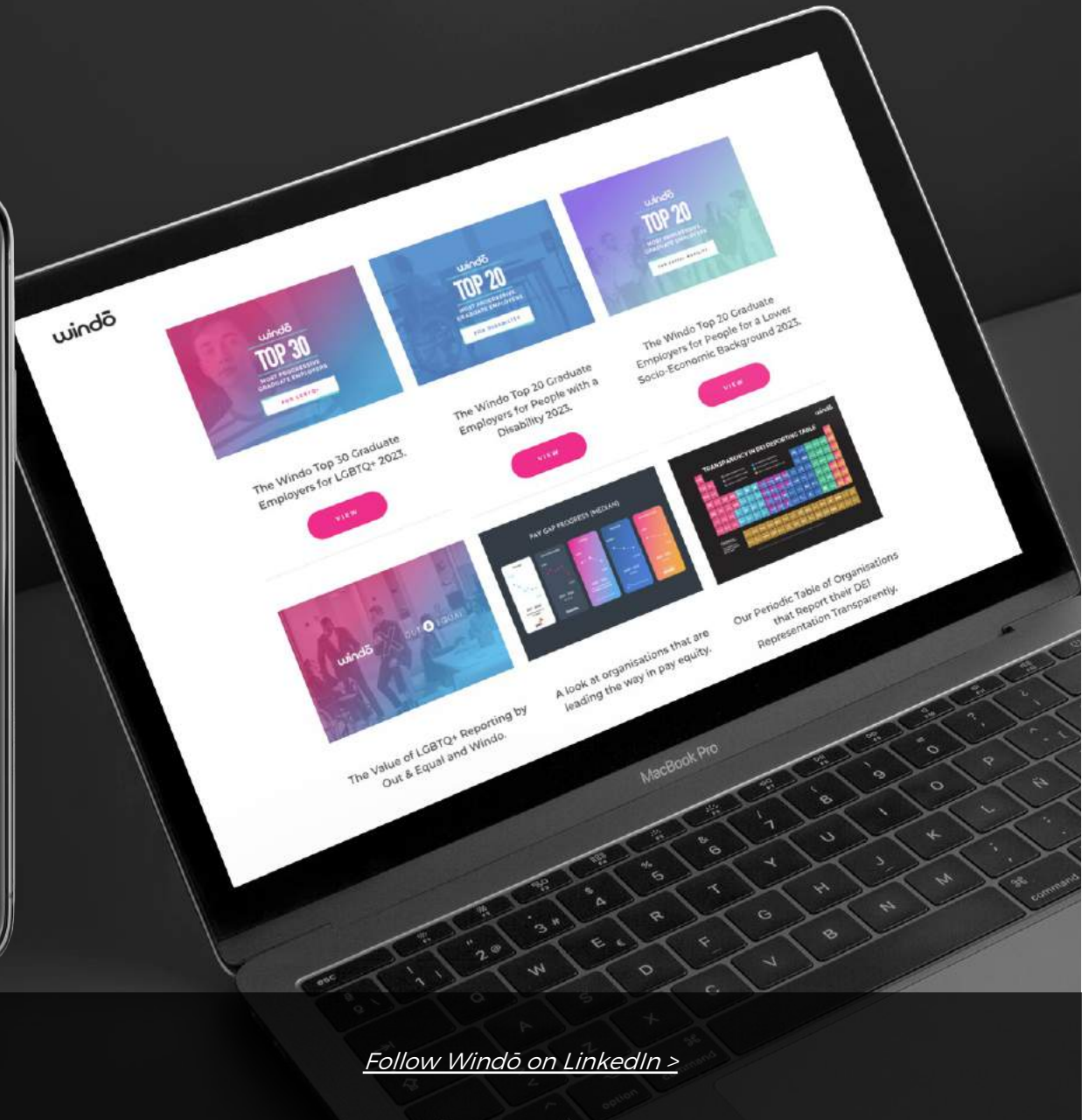
If sustainability is a core part of your identity and actions, why confine updates to an annual report? Keep the conversation ongoing.

Which companies do it well?



The Windō logo, featuring the word "windō" in a lowercase, sans-serif font with a horizontal bar above the letter "o".

Organisations on Windō can update their profiles 24/7 and we encourage frequent updates. We like to lead by example by frequently posting our own insights through our website and social media.



[Follow Windō on LinkedIn >](#)



7. EQUALITY IN TRANSPARENCY

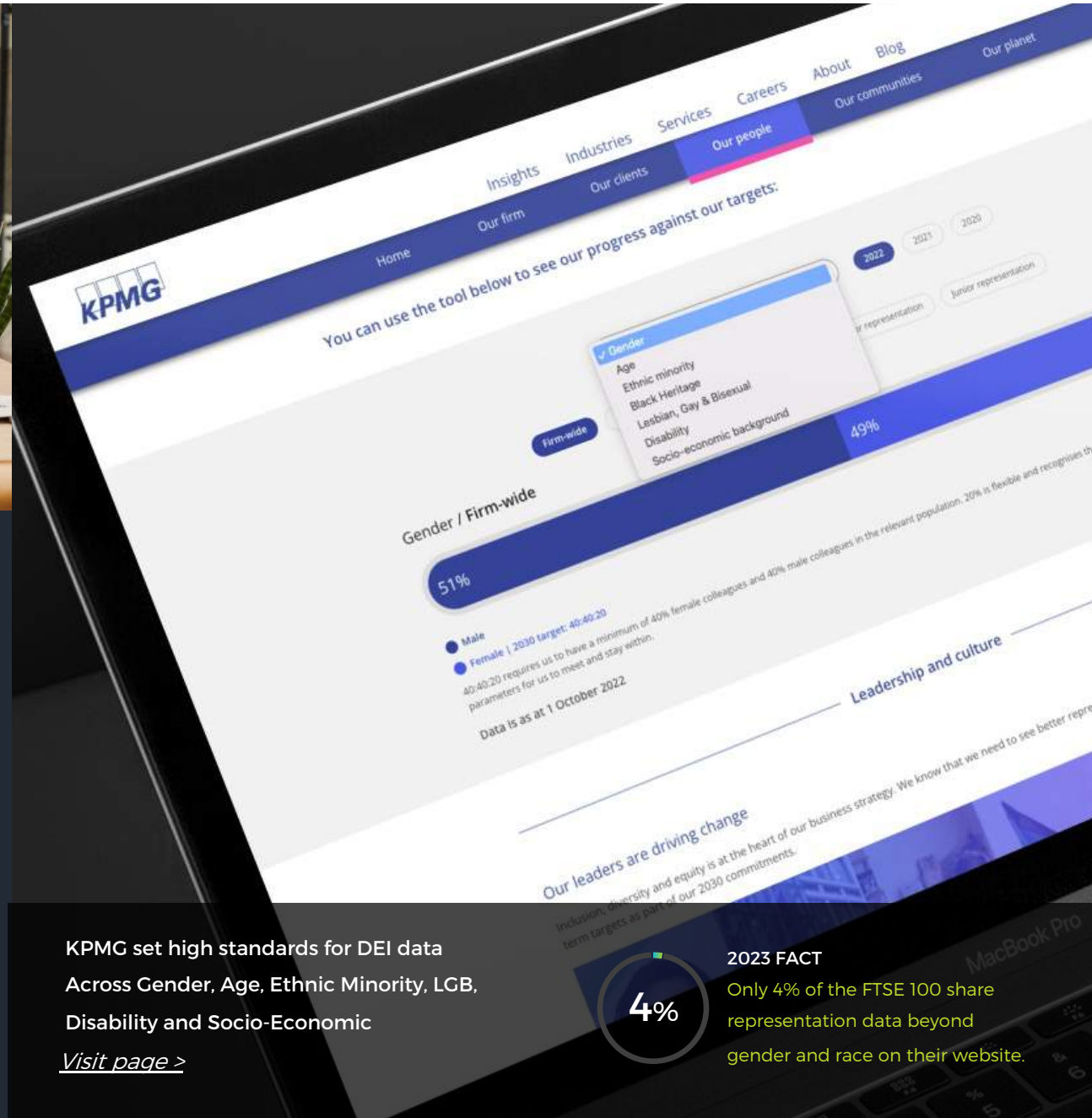
If you present data for one Diverse Group, present it for all. There is no better way to demonstrate a commitment to equality than treating each diverse group equal in your reporting.

Which company does it well?



KPMG set high standards for DEI data
Across Gender, Age, Ethnic Minority, LGB,
Disability and Socio-Economic

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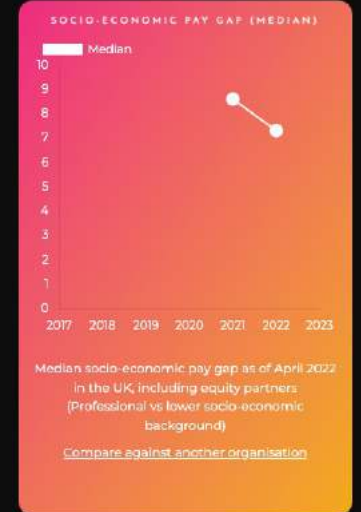
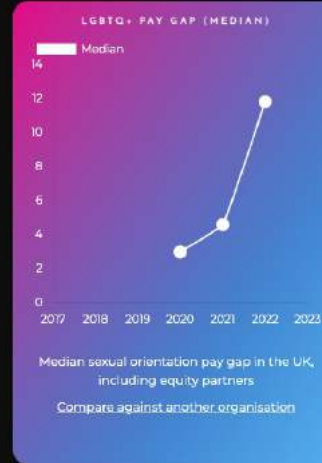
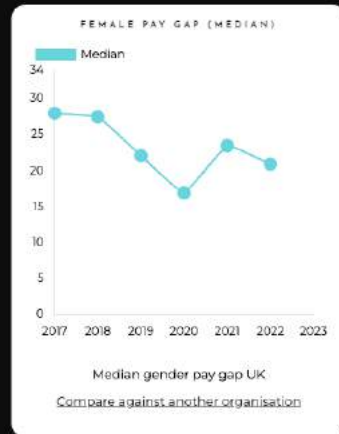
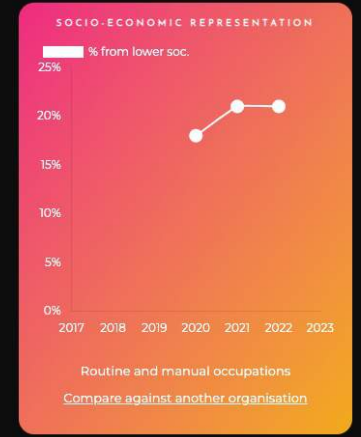
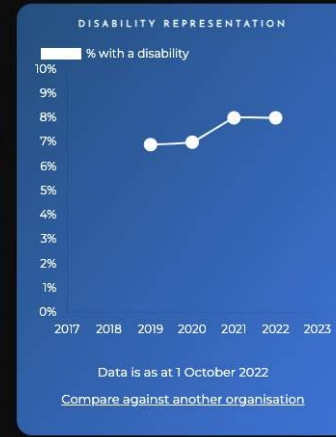
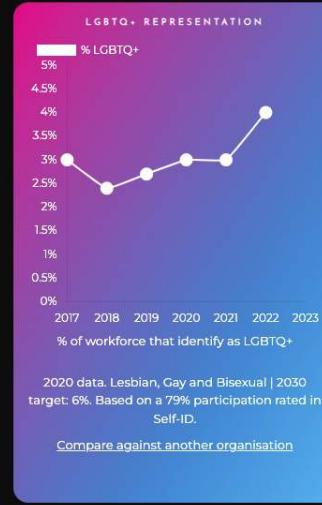
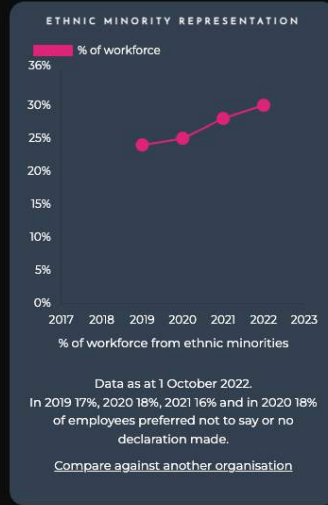
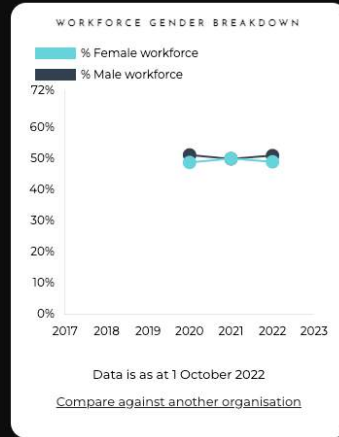
40%

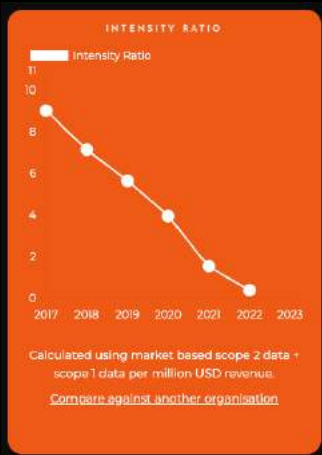
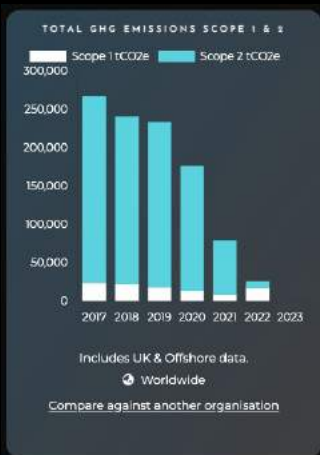
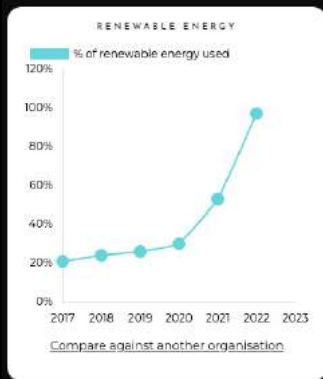
2023 FACT

Only 40% of the FTSE 100 include workforce representation data on their website.

86%

86% of young talent visit an employer's website to get a better understanding of their Sustainability and DEI.





[Visit Accenture on Windō >](#)



8. MULTI-YEAR TRENDING OF DATA

Share 3-6 years of trending data for any sustainability data point. Moving the dial from one year to the next is hard but is easier to demonstrate if you share longer time frames. This also reinforces your long-term commitment.

Which companies do it well?



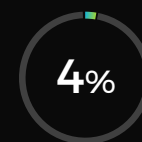
Google Workforce Representation Data

Appendix

Overall										
Race/Ethnicity										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Asian+	31.5%	32.7%	33.9%	36.3%	38.1%	39.8%	41.9%	42.3%	43.2%	44.8%
Black+	2.4%	2.5%	2.8%	2.8%	3.0%	3.3%	3.7%	4.4%	5.3%	5.6%
Hispanic/Latinx+	4.5%	4.9%	5.2%	5.3%	5.3%	5.7%	5.9%	6.4%	6.9%	7.3%
Native American+	1.0%	1.0%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
White+	64.5%	62.9%	61.0%	58.5%	56.6%	54.4%	51.7%	50.4%	48.3%	46.2%
U.S. Gender										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Women	29.0%	29.2%	29.3%	29.5%	29.8%	31.0%	31.6%	32.2%	33.5%	33.9%
Men	71.0%	70.8%	70.7%	70.5%	70.2%	69.0%	68.4%	67.8%	66.5%	66.1%
Global Gender										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Women	30.6%	30.6%	30.6%	30.8%	30.9%	31.6%	32.0%	32.5%	33.9%	34.1%
Men	69.4%	69.4%	69.4%	69.2%	69.1%	68.4%	68.0%	67.5%	66.1%	65.9%

High standards set in Google's 2023 Diversity Report for providing representation data by diverse group going back 10 years.

[Visit Report \(page 65\) >](#)



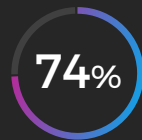
2023 FACT
Only 4% of the FTSE 100 provide multiple years of DEI data on their website.



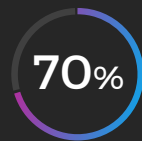
9. PUBLIC CORPORATE ADVOCACY TRACK RECORD

Mention your public advocacy track record by diverse group and why public advocacy matters to you.

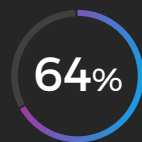
Which companies do it well?



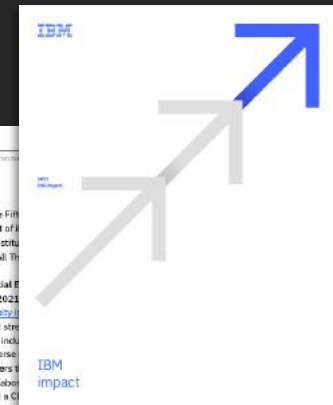
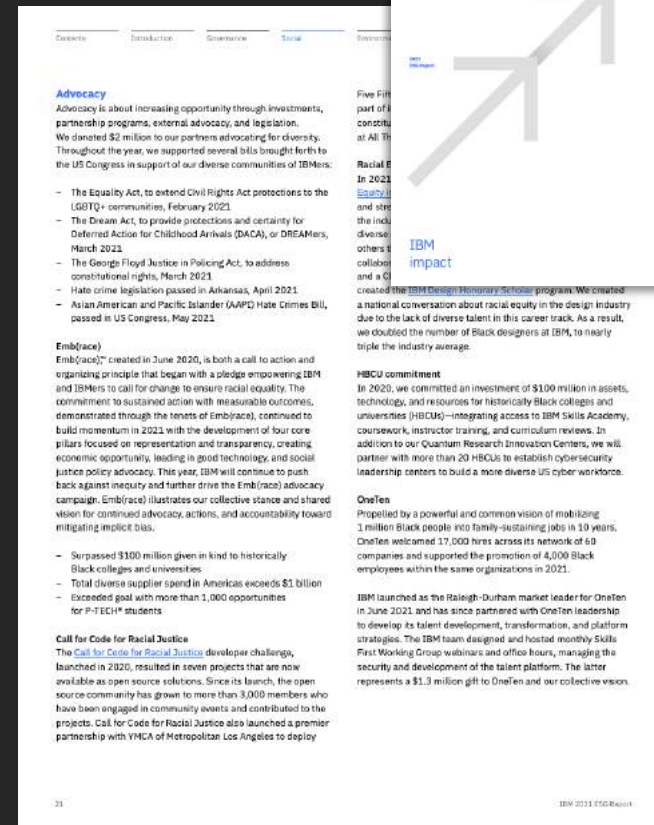
74% of students feel that companies should publicly advocate for Gender Equality.



70% of students feel that companies should publicly advocate for Race Equality.

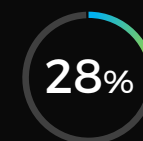


64% of students feel that companies should publicly advocate for LGBTQ+, Disability and Class Equality.



High Standards: IBM's 2021 Impact Report mentions why Advocacy matters and list efforts across diverse groups

[Visit Report \(page 21\) >](#)



2023 FACT
Only 28% of the FTSE 100 share their public advocacy for diversity on their website.



Public Statements in support of equality span the globe. For each diverse group Windō tracks dozens of Public Statements and includes them on an employer's DEI profile.

[Visit Airbus – Most Vocal for Women >](#)

[Visit EY \(UK\) – Most Vocal for Ethnic Minorities >](#)

[Visit Google – Most Vocal for LGBTQ+ >](#)

[Visit Intel – Most Vocal for Disability >](#)

[Visit Standard Chartered – Most Vocal for Veterans >](#)

[Visit Accenture – Most Vocal for Socio-Economic >](#)

 AIRBUS

PUBLIC SUPPORTER / SIGNATORY

UN WOMEN'S EMPOWERMENT PRINCIPLES - CEO STATEMENT
Global

WOMEN IN AVIATION AND AEROSPACE CHARTER

WOMEN IN DEFENCE UK
Women in Defence Charter

 EY

PUBLIC SUPPORTER / SIGNATORY

IF NOT NOW, WHEN? BLACK INCLUSION IN UK BUSINESSES
Involve

RACE AT WORK CHARTER
Business in the Community

STATEMENT AGAINST DISCRIMINATORY VOTING MEASURES
Black Economic Alliance

 EY

PUBLIC SUPPORTER / SIGNATORY

CHANGE THE RACE RATIO
United Kingdom

 Google

PUBLIC SUPPORTER / SIGNATORY

EQUALITY ACT
United States

MARRIAGE EQUALITY
Japan

STATEMENT IN SUPPORT OF LGBTQI+ PEOPLE IN THE WORKPLACE
Brazil, 2022

 Google

PUBLIC SUPPORTER / SIGNATORY

TRANS RIGHTS ARE HUMAN RIGHTS
United Kingdom

EQUAL TREATMENTS OF SAME-SEX COUPLES
Hong Kong

STATEMENT IN SUPPORT OF LGBTQI+ PEOPLE IN THE WORKPLACE
Brazil, 2016

 Google

PUBLIC SUPPORTER / SIGNATORY

MARRIAGE EQUALITY
United States

MARRIAGE EQUALITY
Australia

MARRIAGE EQUALITY
Taiwan

 Google

PUBLIC SUPPORTER / SIGNATORY

STANDARDS OF CONDUCT FOR BUSINESS TACKLING LGBTI DISCRIMINATION
United Nations

BUSINESS STATEMENT ON ANTI-LGBTQ STATE LEGISLATION
United States

STATEMENT ABOUT THE IMPORTANCE OF LGBTQ+ INCLUSION IN THE WORKPLACE
Poland

 intel

PUBLIC SUPPORTER / SIGNATORY

INNOVATING FOR DISABILITY INCLUSION
Valuable 500

CEO LETTER ON DISABILITY INCLUSION (DISABILITY:IN)
United States

 Standard Chartered

PUBLIC SUPPORTER / SIGNATORY

UK ARMED FORCES COVENANT
UK Government

 accenture

PUBLIC SUPPORTER / SIGNATORY

SOCIAL MOBILITY PLEDGE
United Kingdom



10. CELEBRATE YOUR RECOGNITION

Mention your external recognition as an inclusive and sustainable employer and go beyond country of your headquarters to demonstrate the global breadth of your efforts.

Which company does it well?



SAP Employer of Choice Awards	
Q2 2023	
GLOBAL	Top 100 Inclusive Company (Highest Fraction and Business Performance)
AFRICA & MIDDLE EAST	Best's 100 Best Companies to Work for (BC) Code 2023 Africa/ME
AMERICAS	<ul style="list-style-type: none"> Best Inclusive Employer (100 Job-Building PMJ) America Best Inclusive Employer (100 Job-Building PMJ) Asia/Pacific Best Inclusive Employer (100 Job-Building PMJ) Europe Best Inclusive Employer (100 Job-Building PMJ) Latin America Best Inclusive Employer (100 Job-Building PMJ) Middle East & Africa Best Inclusive Employer (100 Job-Building PMJ) North America Best Inclusive Employer (100 Job-Building PMJ) Oceania Best Inclusive Employer (100 Job-Building PMJ) South America Best Inclusive Employer (100 Job-Building PMJ) United Kingdom Best Inclusive Employer (100 Job-Building PMJ) USA
ASIA & PACIFIC	<ul style="list-style-type: none"> Best Inclusive Employer (100 Job-Building PMJ) Asia/Pacific Best Inclusive Employer (100 Job-Building PMJ) Australia Best Inclusive Employer (100 Job-Building PMJ) China Best Inclusive Employer (100 Job-Building PMJ) India Best Inclusive Employer (100 Job-Building PMJ) Japan Best Inclusive Employer (100 Job-Building PMJ) Korea Best Inclusive Employer (100 Job-Building PMJ) New Zealand Best Inclusive Employer (100 Job-Building PMJ) Singapore Best Inclusive Employer (100 Job-Building PMJ) Taiwan Best Inclusive Employer (100 Job-Building PMJ) Thailand Best Inclusive Employer (100 Job-Building PMJ) Vietnam
EUROPE	<ul style="list-style-type: none"> Best Inclusive Employer (100 Job-Building PMJ) Europe Best Inclusive Employer (100 Job-Building PMJ) Germany Best Inclusive Employer (100 Job-Building PMJ) France Best Inclusive Employer (100 Job-Building PMJ) Italy Best Inclusive Employer (100 Job-Building PMJ) Netherlands Best Inclusive Employer (100 Job-Building PMJ) Poland Best Inclusive Employer (100 Job-Building PMJ) Spain Best Inclusive Employer (100 Job-Building PMJ) Sweden Best Inclusive Employer (100 Job-Building PMJ) Switzerland Best Inclusive Employer (100 Job-Building PMJ) UK

Make your mark in an award-winning workplace

Want to work remotely? Learn new skills? Enjoy a healthy work-life balance and be part of a diverse workplace culture? Whatever your goals, we want to make sure you reach them.

128
Awards won in 2023

69 Best Workplace Awards

41 Equality Awards

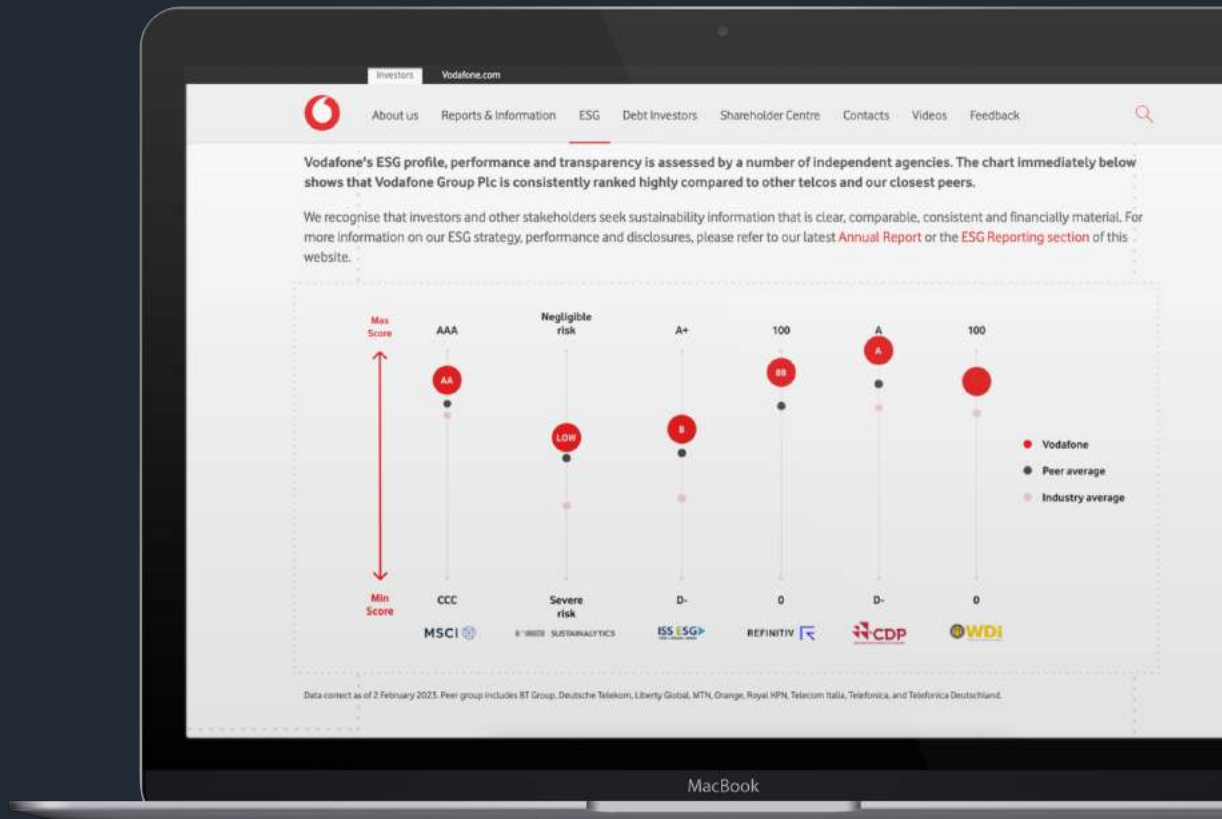
18 Early Talent Awards

See the full list of Q1-Q3 2023 workplace culture awards.

See the full list of 2022 workplace culture awards.

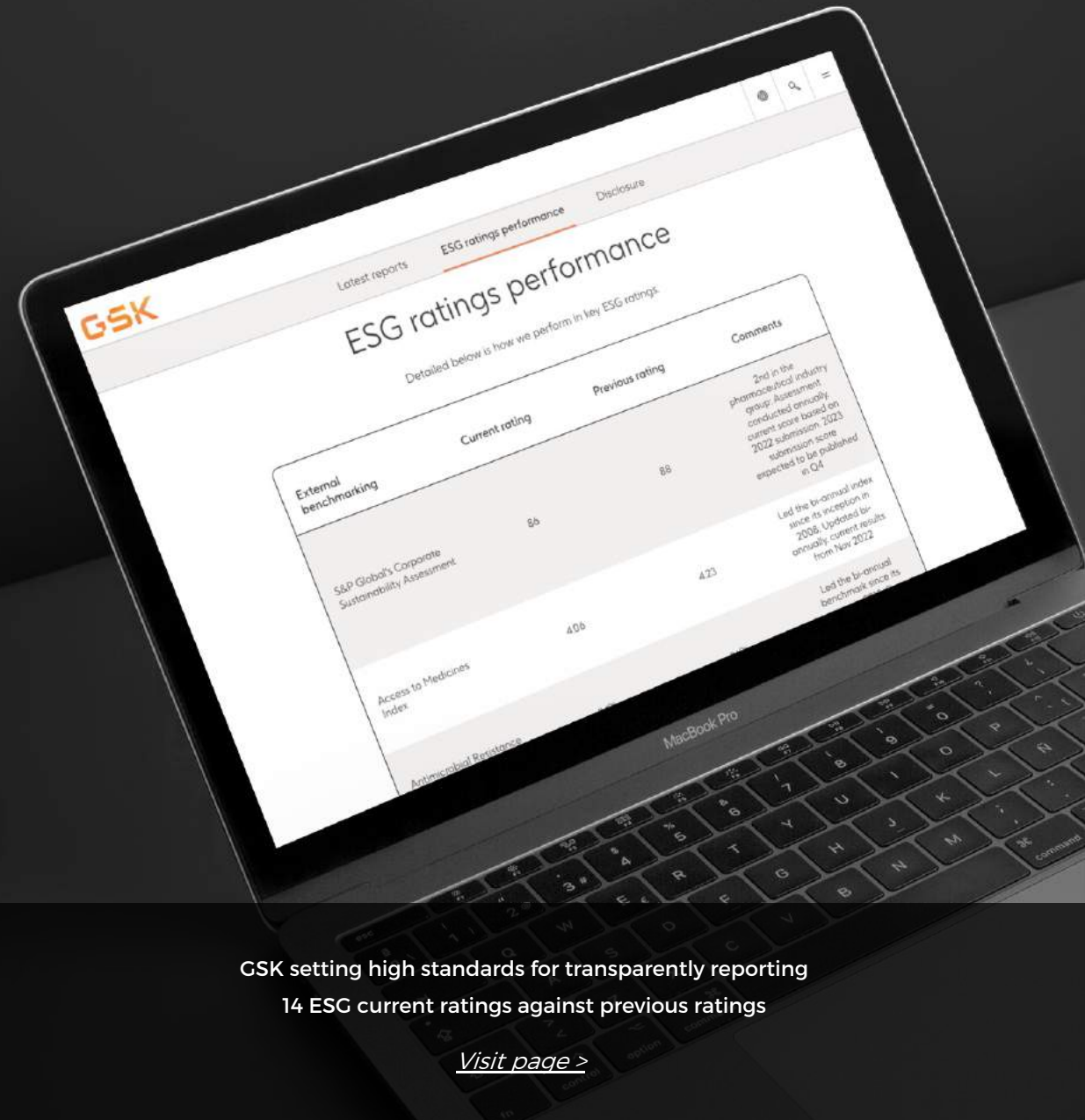
High Standards: SAP lists their DEI awards by region across each diverse group per quarter

[Visit page >](#)



Vodafone setting high standards for transparently reporting ESG ratings

[Visit page >](#)



GSK setting high standards for transparently reporting

14 ESG current ratings against previous ratings

[Visit page >](#)



We also track dozens of Environmental, DEI and Wellbeing Awards and display them in relevant places on the employer's profile.

[Visit SAP on Windo >](#)



2023 FACT

Only 20% of the FTSE 100 mention their external recognition for DEI efforts on their website.



50% of young talent deem external awards and recognition for being an inclusive employer as a deciding factor when evaluating a potential employer.

AWARDS

GOLD ECOVADIS

medal and ranks in 98th percentile of companies scored

AWARDS

THE SUSTAINABILITY 100 (BEST SUSTAINABILITY COMMS) - 54% SCORE INVESTIS DIGITAL [IDX]

Ranking based on transparency, leadership, and connectivity using more than 50 different criteria. Those criteria include:

- ESG strategy and approach
- Information on greenhouse gas emissions
- Net zero road map
- Materiality assessment
- Diversity and inclusion reporting
- Framework reporting and alignment

AWARDS

LEADER DOW JONES SUSTAINABILITY INDEX

software industry for sustainability – 16 years in a row

AWARDS & RECOGNITION

BEST PLACES TO WORK FOR LGBTQ+ EQUALITY (HRC) - Mexico

BEST PLACES TO WORK FOR LGBTQ+ EQUALITY (HRC) - Chile

BEST PLACES TO WORK FOR LGBTQ+ EQUALITY (HRC) - Brazil

AWARDS & RECOGNITION

WORLD'S TOP COMPANIES FOR WOMEN | FORBES #3 (2023) - United States

AWARDS & RECOGNITION

BEST PLACES TO WORK FOR LGBTQ+ EQUALITY (HRC) - Argentina

DAX30 LGBTQ+ DIVERSITY INDEX - Germany

WORKPLACE EQUALITY INDEX (PRIDE CIRCLE) - SILVER - India

AWARDS & RECOGNITION

BEST PLACES TO WORK FOR LGBTQ+ EQUALITY (HRC) - United States

WORKPLACE EQUALITY INDEX (PRIDE IN DIVERSITY) - BRONZE - Australia

PRIDE INDEX GOLD AWARD (WORK WITH PRIDE) - 2023 - Japan

AWARDS & RECOGNITION

LGBTI-LABEL - Switzerland

WORKPLACE EQUALITY INDEX (LGBT+ FORUM) - SILVER TIER 2021 - South Africa

TOP 100 LGBTQ+ FUTURE LEADERS (OUTSTANDING) 2022 - Delia Deng, Senior Account Executive SAP Australia

AWARDS & RECOGNITION

BEST PLACES TO WORK FOR DISABILITY INCLUSION (DISABILITY:IN) - United States

AWARDS

LINKEDIN TOP COMPANIES CANADA, COLOMBIA, FRANCE, IRELAND, GERMANY

AWARDS

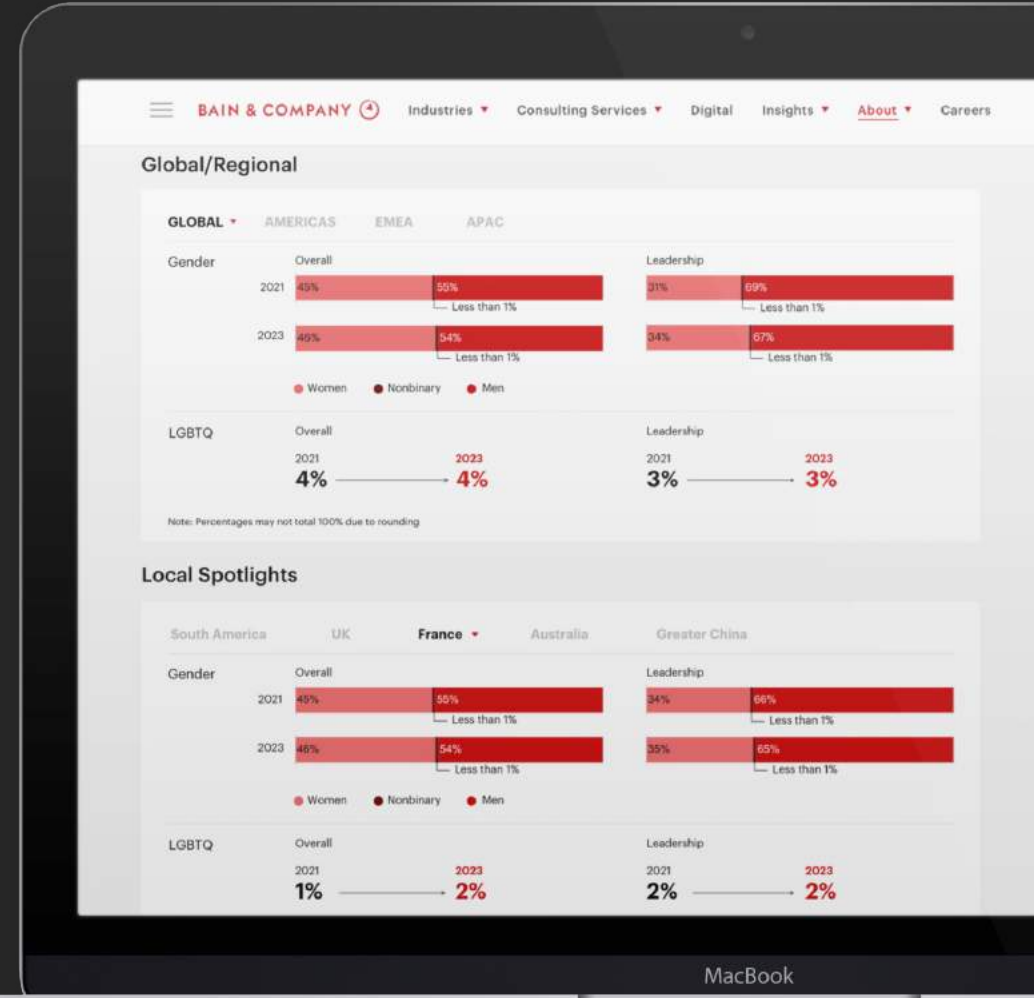
BEST CEO COMPARABLY for diversity



11. GO GLOBAL

Report diverse workforce representation data reporting for each region and key market, you have to attract talent beyond just the country of your headquarters.

Which companies do it well?



Bain & Company provide global, regional and local spotlight breakdowns of DEI data

[Visit page >](#)

Employee Inclusion Survey Results (Shown percentage of favorable response)

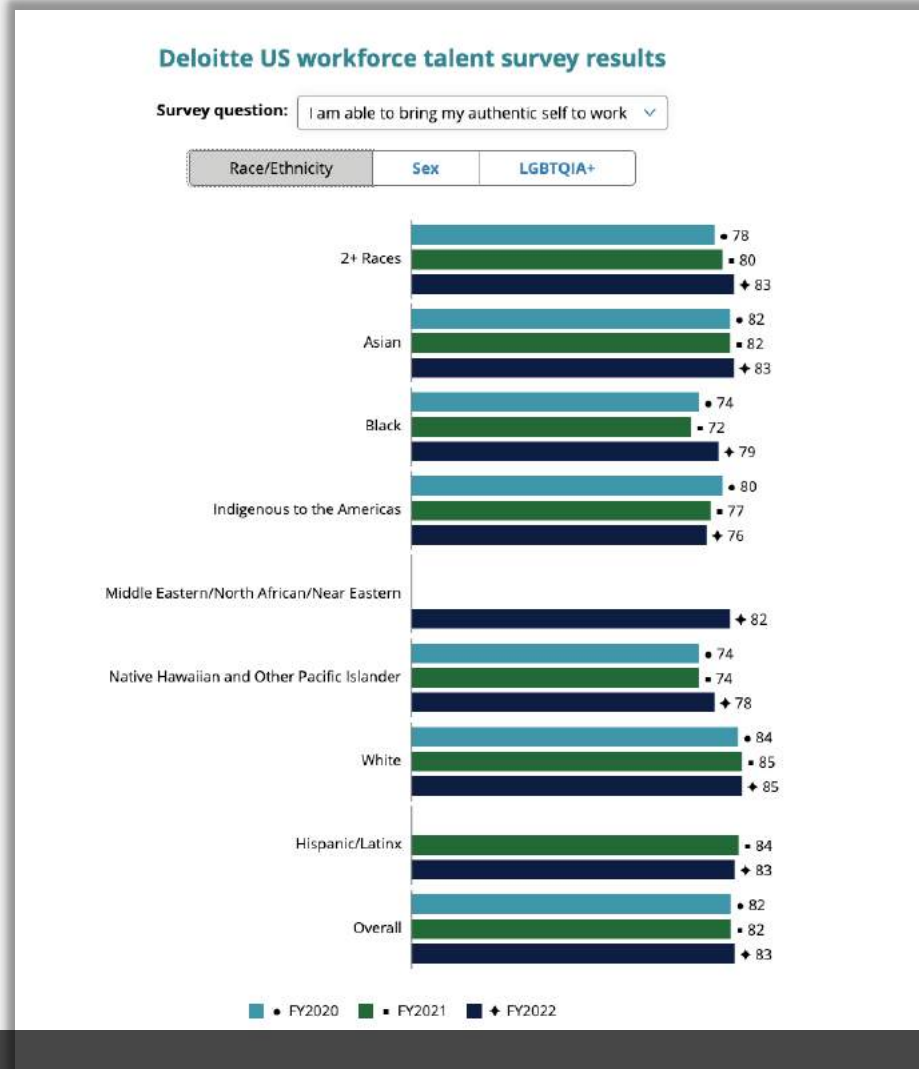
Question	Global Employees						US Employees						
	All	Men	Women	Non-Apparent Disability	Visible Disability	LGBT+	All	URM	Hispanic or Latinx	American Indian or Alaska Native	Native Hawaiian or Pacific Islander	Black or African American	Black or African American Women
Average experience (across 9 inclusion questions)	84%	87%	85%	74%	82%	73%	85%	79%	80%	77%	76%	74%	69%
There are visible role models like me at Intel	81%	84%	80%	65%	74%	56%	77%	70%	73%	66%	70%	60%	49%
I can be open about who I am and still be successful at Intel	85%	88%	86%	72%	84%	68%	82%	80%	83%	79%	78%	75%	68%
My manager values diverse talents, beliefs, backgrounds, and experiences	91%	92%	91%	86%	87%	85%	89%	88%	88%	87%	87%	84%	88%
There is fairness in the Insights/Rewards process	76%	79%	77%	66%	78%	70%	70%	69%	74%	65%	63%	62%	53%
ERGs help me develop at Intel through networking, career development, mentorship, or sponsorship	76%	77%	82%	74%	79%	68%	77%	80%	81%	64%	76%	80%	80%
ERGs' areas of community or support helps me stay at Intel	65%	67%	70%	63%	74%	61%	65%	69%	68%	64%	62%	72%	71%

[Visit Report \(page 54\) >](#)

12. EMPLOYEE SURVEY RESULTS THAT GO FURTHER

Provide Employee Opinion Survey results breakdowns by Diverse Group.

Which companies do it well?

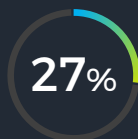


High standards set by Deloitte US for providing employee opinion survey results broken down by sex, race/ethnicity and LGBTQIA+.

[Visit page >](#)

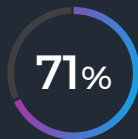
13. SET & SHARE TARGETS

Peter Drucker, the father of management thinking, wrote in 1999, “Unless commitment is made, there are only promises and hopes; but no plans” which was reinforced recently by PwC stating that “disclosure without information on where your company has been, where it is now and where it aspires to be will not accomplish the objective of greater transparency”.



2023 FACT

Only 27% of the FTSE 100 share workforce representation targets on their website.



71% of young talent feel companies should set and communicate workforce representation targets across gender, race/ethnicity, disability, sexual orientation and gender identity.

Which companies do it well?



We’re committed to creating a workforce that truly represents the communities we serve, which is why we’ve set targets to drive greater representation for female, ethnic minority, disability, LGBTQ+ and ex-service personnel via our People & Planet Plan.

centrica

High standards set by Centrica for committing to set and publicly report their targets across different diverse groups.

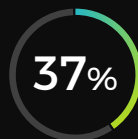
[Visit Report \(Page 39\) >](#)



On Each Windō profile organisations can clearly communicate the Sustainability targets they have set across their environmental impact and all diverse groups.

[Visit KPMG on Windō >](#)

[Visit Centrica on Windō >](#)



2023 FACT

37% of the FTSE 100 companies that do share targets don't share any performance against these targets on their website.





14. OWNING YOUR MISTAKES

Recognizing your mistakes and taking accountability for them showcases your dedication to deriving lessons from your experiences. This practice contributes to the establishment of trust and credibility, fosters a positive demeanor, and enhances your connections.

Which companies do it well?

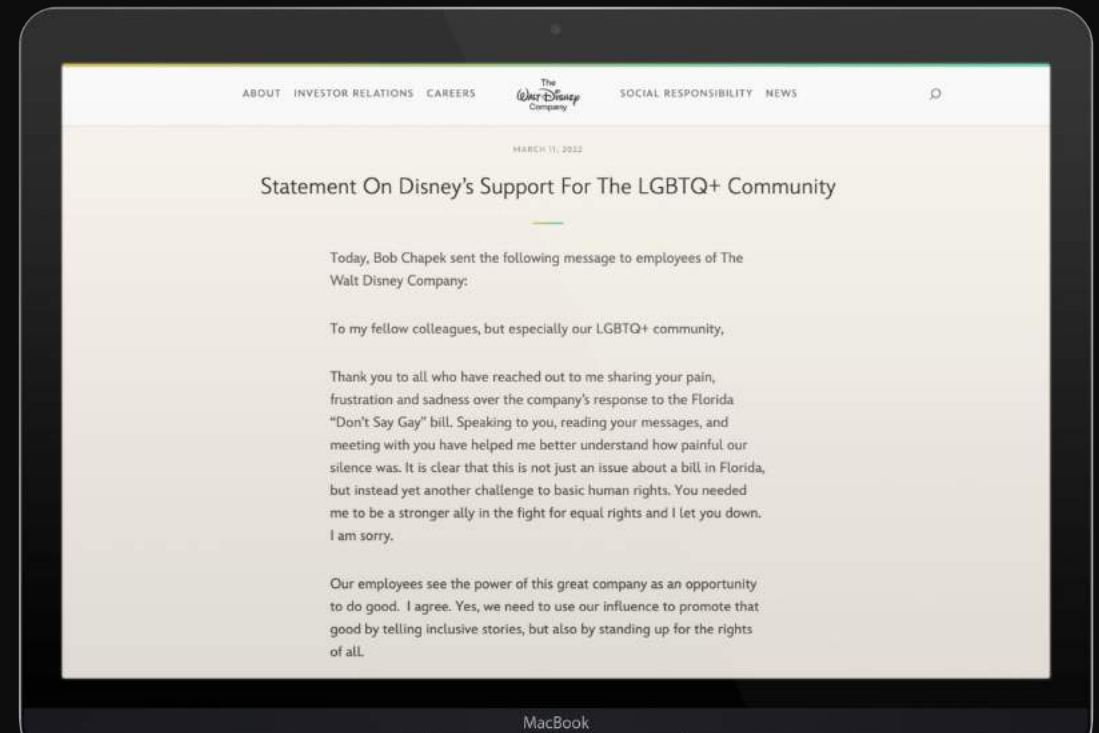
∞ Meta



Disney



[View Starbucks on Windō >](#)



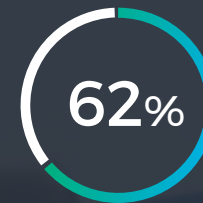
High standards set by Disney in releasing their Statement in Support For the LGBTQ+ Community after their silence in response to the Florida "Don't Say Gay" bill.

[View Page >](#)

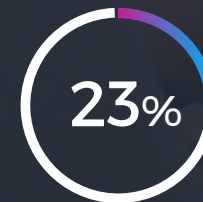


At some point, every company makes a mistake that requires an apology—to an individual; a group of customers, employees, or business partners; or the public at large. And more often than not, organizations and their leaders fail to apologize effectively, if at all, which can severely damage their relationships with stakeholders and their reputations, especially if the incidents become public (and publicized).



















**Harvard
Business
Review**



62% of young talent say that a company being open about their mistakes and challenges is a deciding factor when evaluating a potential employer.



23% of young talent look at Wikipedia's Controversies to get a better understanding of their Sustainability and DEI.

Reporting Practices		 HSBC	 KPMG	Google	intel	 salesforce	∞ Meta	 IBM
Interactive Data Charting		✓	✓		✓	✓	✓	
Multi-Year Trending Of Data		✓	✓	✓	✓	✓	✓	✓
Public Corporate Advocacy Track Record		✓	✓	✓		✓		✓
Celebrate Your Recognition		✓	✓		✓	✓		✓
Go Global		✓						
Employee Survey Results that Go Further					✓			
Set & Share Targets		✓	✓	✓	✓	✓	✓	
Focus On Where You Can Make An Impact		✓		✓	✓	✓	✓	✓
Tell Your Story Through Videos		✓		✓		✓	✓	✓
Spotlight Your Partnerships		✓		✓	✓			
Continuous Storytelling		✓	✓	✓	✓	✓	✓	✓
Share A Message From The Top		✓	✓	✓	✓		✓	✓
Equality in Transparency		✓	✓	✓	✓	✓	✓	✓
Own Up To Your Mistakes			✓				✓	
Total Best Practices Adopted		11	9	9	9	9	9	8

Companies Leading on Sustainability Communication

There are 7 companies on Windō that include 8 or more of our 14 Leading Practices within their reporting.

windō

For more information



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